

Organ Plays at 9, 11 and 4:45
Melody and Chimes at Noon

WANAMAKER'S

Store Opens at 9
Daylight-Saving Time

WANAMAKER'S

Store Closes at 5
Daylight-Saving Time

WANAMAKER'S

WEATHER
Probably Rain

Something New and Something Beautiful Everywhere—What a Time September Is

Let Every One Remember That the Work of This Store Is Not to Be Done

by halves or shifts, but with politeness and prompt good-will of such a character that it will be noted by the customer and talked about favorably in the family circle of the people's homes.

There is something here to do, and it ought to be done so well that the Store will gain in reputation through the courtesy of the individuals employed to represent us.

[Signed] *John Wanamaker*

September 20, 1922.



Redleaf Sports Millinery From London

First Autumn importation of hats such as smart English women use for country sports wear, motoring, and street wear in town.

Shapes that pull well down on the head, and are so soft and comfortable, so becoming in every line and curve, that many women are glad to give them all-day use.

Velours of rich quality; soft

and fine felts; adaptable moufflons; shirred velvets; and novelty materials.

In an extraordinary variety of lovely colorings.

For decoration an artfully contrived ribbon, a cluster of fruit or flowers, rosettes, cordings, embroidery—something perfectly chosen and deftly used.

Large, little and between-size hats are among them.

Prices start at \$15.

Wee White Coats for Tiny Babies

are of softest wool cashmere and crepe cloth with deep cape collars daintily embroidered by hand. They are in sizes suitable for the tiniest baby up to children of two years.

Prices start at \$5, and at \$6.75 for silk-lined coats, going to \$25.

Little bonnets of pink, blue or white crepe de chine, Georgette or silk are adorned with ruffles, shirings, bow-knots or fur. \$1 to \$12.

Children's English Sweaters

are thick, firmly woven and soft. They are in slip-on style, with collars and little tie scarfs.

Colors are lovely; light chailis blue, beige and French blue. Sizes two to eight years.

Priced \$10 to \$12.50, according to size.

New Wide Ribbons in Metal Brocade

They combine the most gorgeous colors with metal threads and the effect is marvellously lovely.

From seven to twelve inches wide. \$3.50 to \$9 a yard.

Many Women Have Never Known Real Foot Comfort

until they tried Anatomik shoes. The beauty of an Anatomik is that it is a scientifically-built shoe with no sacrifice of appearance. It affords perfect support to the body, perfect comfort in walking or standing, yet it is as trim and dainty as an ordinary shoe.

It may be chosen in two-strap

slippers for afternoon wear, at \$16 a pair; oxfords for practical service, at \$14 a pair; and high shoes in several styles at \$15 a pair. All in black glazed kidskin.

N. B.—Dr. Coles, inventor of the Anatomik shoe, will be in the Women's Shoe Store for consultation Thursday from 11 o'clock until 3.

Women's Tweed Capes Are Nearly All Half Price

And this is the time so many women are looking for an extra wrap.

All are the new full cut capes, almost circular, with both arm openings and pockets. Either plain colors or overlaid in colors, light and dark shades.

The capes at \$50 are beautifully silk lined, some have scarfs. They are extremely warm.

New prices are \$25, \$37.50 and \$50.

New Tweeds in Winter Weights

are ready to make smart morning suits and sports suits.

An almost invisible herringbone stripe is to be had in mixed colorings in which brown, blue, tan, violet, olive or burgundy predominate. A silvery thread gives a slight camel-hair effect.

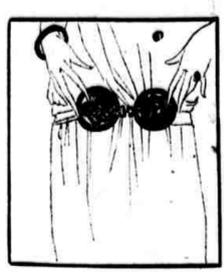
44 inches wide. \$4.

Nightgowns in Extra-Large Sizes

A new collection of muslin and cambric nightgowns, with tucked and embroidered-trimmed yokes or ribbon-run necks. Some have long sleeves.

All are cut generously large, for women who wear extra sizes.

Priced \$1.50, \$1.65 and up to \$2.85.



Where Dresses Are Draped Paris Uses Ornaments

Quintly fashioned buckles or slides they may be, or gigantic buttons of the most ornamental character. An importation of just such ornaments has arrived from Paris.

Many of the slides and buckles have a distinctly antique look; they might well have been copied from some old museum pieces. Others are brilliantly designed with jet and rhinestones.

Among the buttons are a number in mother-of-pearl or smoked pearl surrounded by rhinestones.

Several of the new hip belts are in black enamel and rhinestones while another is chain metal.

The large buttons are priced from \$3 to \$7.50 each. Jet slides, \$1.75 and \$2.50. Buckles, \$3 to \$25.

A New Tailored Shirtwaist With a Monogram

is of finest white English shirting. It is cut on simple sports lines with a shoulder yoke, soft turn-back cuffs and a pointed collar with which a tie is to be worn. Your own monogram will be hand embroidered to your order. \$8.50.

How Women Have Welcomed the Semi-Finished Tailored Suit

Every day they tell us that this new notion of a not-quite-completed suit does away with the last difficulty in finding satisfactory ready-to-wear apparel.

The suits are sufficiently completed to show exactly what they are like. Sleeves, however, are only basted in, linings not yet placed, and the way left open for having them fitted perfectly to the individual figure.



Loveliest New Frocks Arrive for Young Women

So new, so charming, so refreshingly youthful that each frock calls out an exclamation of delight!

A Balkan frock of fine blue Poirat will give the latest word of fashion in its long blouse of black "cloy," its wide hip-sash of Poirat faced with red crepe de chine, fringed and embroidered in red, violet and gold. \$98.

A black silk frock shows a wide panel of crease, girdled

Enchanting Caps for "Boudoir" Wear

One needn't possess a boudoir to enjoy them.

Dainty contrivances of net, silk, chiffon, ribbon and lace, in many fascinating new shapes and styles. Among them are special bandeaux designed to make even bobbed hair look feminine.

Priced \$1.25 to \$6.

Reducing to Music

is certainly a de luxe method of getting thin. It requires but twelve to twenty minutes daily and has been wonderfully successful. A complete set of the Wallace records and charts is \$15. Hundreds of people are using them.

Women's Imported Strap-Wrist Kid Gloves Special at \$2.75

A fine quality regularly sold at nearly twice as much.

Elastic kidskin of sturdy weight, pique-sewn; full five-inch top, with buckled strap at wrist. Heavily embroidered backs.

Half-Price Sale of Hurt Books

holds hundreds of books that people all over Philadelphia are looking for.

Almost all are informative, non-fiction books of desirable types, with scarcely two titles alike. Excellent hunting for the lover of books and knowledge!

The condition of most of them causes one to wonder where the "hurt" part comes in.

"I Want This Kind of Hairpin"

Whichever kind you want, whatever size, shape and color, it is almost certain to be among the many, many kinds in the Notion Store.

Hair nets, too, are in variety enough to suit any preference.

College Stripes Have Grown Broader on Neckties

Fully two inches wide and only two colors on a tie. That's the fashion for Fall, and the new ties are ready.

In heavy rep silk with an intervening satin stripe and the price is \$1.50.

And there are more than two dozen color combinations to choose from.

Picture and Mirror Cords

with handsome tassels are in enough colors to harmonize with the furnishings of any room.

\$2 to \$8 a pair.

A Lot of Times, Plainness Is the Sign of Goodness in Men's Shoes

A glance tells it to be a fact regarding the high shoes men are now buying.

Perfectly plain shoes, the kind that men of affairs would wear day after day because such shoes are made to wear day after day. Neat looking, conventional and sturdily made.

And there is a splendid selection all at \$10.

Two shapes, one the full English last, the other a broader toe. There are black ones and tan ones in smooth calfskin, also black in fine kidskin.

A Young Woman Who Paints in Sealing Wax

will show you how it is done if you stop on the Fourth Floor, where the crepe paper supplies are located.

She will show you how to make the most amazing beads and plaques to hang on silk cords or to make delightful tea baskets, candlesticks and so on.

The variety is limited only by one's ingenuity.

Words of Comfort—Wool-Filled Quilts—\$8.50 and \$10

Both kinds exceptionally good for the money, particularly the \$10 ones. Fillings are pure lamb's wool, the quilts at \$10 being in figured pattern coverings and the others in plain.

All bordered with blue satin.

Babies' Blankets 75c to \$3

Blankets as soft as full-blown balls of cotton, of the right warmth and in several colors and many designs.

Crib and bassinet cotton blankets vary from the many figures up to plain white double blankets with colored borders.

Some are in block plaids, bound with satin ribbon. All are pretty, as well as warm.

Aids for Defective Hearing

There are many causes of deafness, but there are also many remedies of sound that will give much relief to the partially deaf.

Tubes, horns and electric instruments of all sorts are here. Come in and we will tell them all to our determination which is best for your particular case.

New Gold Encrusted Glassware in the China Sale—\$3 a Piece

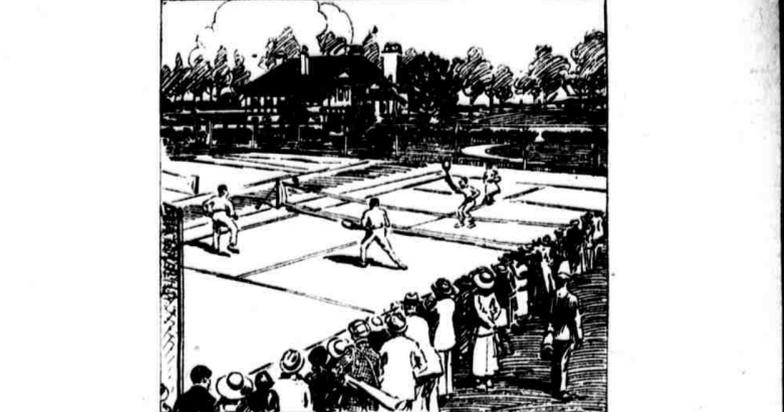
Excellent crystal glass with wide coin-gold encrustations.

Cheese and cracker dishes, handled sandwich trays, compotes, candy boxes, mayonnaise sets, fruit and flower bowls and other such pieces.

About 50 pieces of imported marble statuary—including pedestals and figures, all now marked at less than half.

Fine imported service plates, tea sets, and cups and saucers in a good variety of decorations. French and English, are now one-fourth to one-half less than usual.

And the assortment of dinner sets, imported and domestic, is believed to be the largest and best at the prices in Philadelphia.



Tilden Plays Better Tennis Because

of his mastery of the game—its strokes, its defense, its technique, its generalship.

Same way with the Wanamaker clothing for men.

Every suit in all this stock is the product of a master maker of clothes. Tailors that have won their way into the forefront of the country's greatest.

Behind each suit is the artistry and genius of designers who have won pre-eminence in the clothing world for smartness and for fashion.

There, after all, is the secret of why a suit of clothes looks so well. There is the reason why Wanamaker clothes have that "look of difference." That all-manly swing and easy grace that are the envy of men everywhere.

And Wanamaker clothes cost no more than any other good suits. Prices start at \$25, while the best of all is only \$55, and there is remarkable choosing at \$45 and \$50.

The Clothes Huntsmen Want for Meadow or Brier-Patch

Strong, enduring, as near waterproof as clothing can be. In short, the best hunting clothes of all are ready in the Sporting Goods Store.

Coats, \$5 to \$9.25.
Vests, \$2.25 to \$3.75.
Breeches, \$2.25 to \$6.

Hats and Caps, \$1.50 to \$3.
Shirts, \$2 to \$12.50.
Shoes, \$6.75 to \$22.

Ever See a Man Who Didn't Want Three or Four Shirts in Blue?

Striped in blue, of course. Pin stripes, wide stripes, cluster stripes, seersucker stripes, any kind of a stripe at all just so it is in blue.

Black and lavender there must be. Every kind of a stripe a man can name—and blues aplenty.

And that is why one particular woven madras shirt doesn't stay long. A few hundred were here and gone in a twinkling and now a bigger lot has come.

The price is \$2.50.

Interested in Uniforms?

Up on the Eighth Floor, Market Street section, there are pictures of the uniforms of the United States Army, from 1776 to 1888, that are particularly interesting.

A Good-Looking Rug at a Low Price

Right now such rugs are at Wanamaker's.

WOOL-FIBER RUGS
\$12.50 to \$18.00, \$23 and \$31
\$33.00 to \$41, \$50.50 and \$59.
\$69 to \$81.25, \$11.50 and \$29

AXMINSTER RUGS
\$12 to \$20 and \$30
\$30.00 to \$41.75 and \$45
\$50 to \$61

Tapestry Brussels, 9x12 ft., \$33.50

Ships Come Sailing in From All Over the World With New Toys

Thousands of men, women and children are busy helping to make delightful playthings for American boys and girls.

There is something new in the Toy Store, each morning.

Surely one single dollar never could buy anything more delightful than a Mary doll with long curls, a dress of lace or silk and complete and dainty underthings.

Or, a realistic horse on a wheeled platform—\$1. Other larger horses go up in steps to \$3.50.

Blocks, new games, doll outfits, dotted Swiss and gingham children (dressed especially for us) and sophisticated dolls from Italy for the older girl—these are only a few.

Blu-Mottle Soap, 5c During September

The most economical and satisfactory soap that you can use in the laundry. It goes farther than ordinary soaps and lathers as it washes.

Its purity makes it harmless to the most delicate fabrics.

To Make the Lamp Shade at Home

One needs just the right silk, bands, fringe and lamp pulls to give it the finished touch of shades made by experts.

Everything to make the artistic and pretty as possible in the Upholstery Store. Figured and plain silks of glowing hues, fringes, edgings, etc. Lamp pulls of various kinds, \$1.50 and \$2 each.

Tassels, mostly metallic, \$5 to \$2 each.

Shining Pink Candies for Birthday Parties

Pink for good wishes, brightness and cheer and everything good, throughout the new year—so might the rhyme run about pink candies and pink favors for birthday parties.

Gleaming pink buttercups with coconut filling are 75c a pound. Large, round, flat, pink mints are 70c a pound.

Fascinating Jack Horner pies, whose plums are twelve favors, are in basket shape for table centerpieces. \$6.50.

Pink bonbons with caps and favors, are \$1.50 a dozen.

Baskets for holding candies are 10c, 15c and 20c each.

Pure White Castile Soap From Madrid \$1 a Bar

Even smells good, so clean and well as only good Castile soap smells, refreshing to have around. Solid four-pound bars (less a slight possible shrinkage) are very economical at \$1. Made of pure Spanish olive oil, there can be few soaps as healthful for the skin.

Old-Fashioned Ironware Has Stood the Test of Years

Fried chicken.
Crisp coffee with maple syrup.
Buckwheat cakes with sausage.
Popovers with melting butter.

It takes the old-fashioned ironware to cook them—nothing else is quite so good. The thickness of the iron seems to produce exactly the right temperature and to retain it. Iron-ware cooks thoroughly without scorching.

As for service, "it wears like iron."

During September lowered prices prevail on the following utensils of iron:

Skillets, 5 to 9-inch sizes, 55c to 85c.
Popover pans, 50c to 70c.
Griddles, 60c to 90c.

Waffle irons, high or low bases, \$1.10 to \$1.55.
Tite-top self-heating roasters, \$1.70 to \$2.25.